

Monthly Report-May 2011

Highlights of the report

- Preparation of the upcoming 9th Agribusiness Fair 2011 in Kenya
- Preparation for the 4th African Grain Trade Summit 2011
- Warehouse Receipt Legal & Policy framework for Kenya
- Training of Trainers Workshop in Rwanda

1. Preparation of the upcoming 9th Agribusiness Fair 2011 in Kenya

a) Mobilization of farmers and exhibitors at Njoro Farmers Field day

EAGC and CGA team attended a Farmers' day at Njoro country club on 13th and 14th May 2011 where various stakeholders in the agricultural sector including motor, banking, insurance, dairy, grains, telecommunication and processors among others were showcasing their products. The team used this platform to create awareness on the 9th Agri-business fair. The team managed to reach about 22 companies and institutions. Each exhibition stand was visited and issued with fliers, registration forms as well as sponsorship forms. The team also invited them for the briefing and launch of the business fair at Merica hotel in Nakuru on 25th May, 2011. Majority assured of their participation in this year's fair, and was agreed that EAGC will follow-up with them on registration.



From left; John Kimemia (RVIST), David Nyameino (CGA) and Gerald Masila (EAGC) during press briefing on the 9th-Agribusiness Fair

b) Agribusiness Fair Stakeholders' Briefing and Launch in Nairobi and Nakuru

EAGC in partnership with CGA, and RVIST, conducted the Agribusiness Fair Stakeholders' Briefing and Launch in Nairobi and Nakuru on 19th and 25th May 2011 respectively. The Nairobi launch was attended by 48 stakeholders and members of press. The stakeholders were concerned that the business fair should create a bigger opportunity for business to business linkages especially for exhibitors. In this regard, they challenged EAGC to mount a serious marketing campaign that will attract a bigger number of farmers than had been experienced in the previous business fairs. The briefing was captured and featured by various media houses including KTN prime –business news at 9:00pm.

The briefing and launch in Nakuru was successful, 65 stakeholders and reporters attended and just as the Nairobi launch, there were concerns that the publicity in last year's event was poor, hence more effort needs to be put in place this year to encourage more farmers to participate and inform them of the business fair benefits to them .



(L) Signing of MOU between EAGC and CGA on the Agribusiness Fair (R) section of participants in the Nairobi launch

c) Mobilization of farmers and exhibitors at Narok Farmers Field Day

EAGC team attended the farmers field day organized by Cereal Growers Association (CGA) which took place on the 26th May, 2011. The team met various farmers who were informed about the upcoming agribusiness fair. The exhibiting companies were issued with fliers, registration forms and sponsorship forms.



Scenes of the Narok farmers' field day

d) Demo plot management

On 13th and 14th May, 2011, EAGC projects team visited the demonstration plots at RVIST to check out on their progress which was satisfactory as most of the crops had been planted and germination was taking place.



A section of the crops demonstration plots at RVIST

2. Preparation for the 4th Biannual African Grain Trade Summit 2011

a) Selection and engagement of the Event Organizer

The selection of the event organizer for the upcoming grain summit was done on 23rd May 2011. This was after request for proposals (RFP) to manage and organize the summit was sent out to four (4) event management firms in Kenya and Uganda. Four (4) proposals were received and Brand Magnets Ltd, LA RISORTAS Ltd and Corporate Reflection Ltd were invited to make presentations on their proposals. LA RISORTAS Ltd was awarded the tender to manage the upcoming 4th African Grain Trade Summit. LA RISORTA through Ludovica Bellingeri has been engaged before in organizing the past Grain Trade Summits under USAID RATES and EAGC.

So far the summit website has been re-designed and EAGC is currently working on setting the summit delegate fee, formation of the Host Country committee in Uganda and technical Committee in Nairobi, designing of the sponsorship packages and confirmation of the topics for the summit.

3. Warehouse Receipt Legal & Policy Framework for Kenya

The development of the Warehouse Receipt Legal & Policy Framework for Kenya is in its final stages. The Legal and Policy team spent most of the time in May in reviewing and revising the draft WRS bill that was developed by Nick Budd; a consultant from UK contracted by IFC. Mr. Nick Budd created a zero draft WRS bill for Kenya that reflected global best practice and his own experience in the field. A state counsel from the Attorney General's office was availed to refine and review the zero draft to ensure that the draft is consistent with Kenyan Law.

The policy document and WRS rules and regulations developed already are also in final review by the state counsel and the legal/policy team. All documents are expected to be presented to the Permanent Secretary-Agriculture before end of June 2011.



Some members of the legal and policy team in a WRS meeting

4. Training of Trainers Workshop in Rwanda

EAGC with the support from USAID-COMPETE organized a one day Training of Trainers (TOT) workshop on Structured Trading Systems (STS) at Top Tower Hotel-Kigali on 30th May 2011. The workshop was designed to equip the trainees with knowledge and training skills in Grades and Standards, Trading contracts and Arbitration procedures for trade dispute resolutions, Market Information Sourcing and Dissemination for trade purposes and Warehouse Receipt Systems.

A total of 35 professionals representing different organizations that work closely with grain producers were trained. This workshop was considered successful having targeted 30 trainees. The trainees were taken through the following principal components of grain structured trading:

- a) Post Harvest Management & Storage
- b) Need for adoption of the harmonized EAC Quality Grain Standards and Grades
- c) Use of Warehouse Receipts to facilitate Credit and Commodity Markets
- d) Market Information Sourcing and Dissemination for Trading
- e) Use of Trade Contracts

After the training sessions participants provided positive evaluation of the workshop and asked for follow-up trainings. Action plans were also discussed and agreed on.

EAGC also hosted Private Sector stakeholders (Millers and Traders) and the workshop participants in a cocktail which was intended to recruit EAGC members in Rwanda. Six companies confirmed to join IFDC in the EAGC membership and they included:

- a. MINIMEX
- b. SOSOMA Industries
- c. Rwanda Farmers Federation-IMBARAGA
- d. Rwanda Rural Development Authority
- e. Rwandan Products & Marketing Ltd
- f. Conseil de Concertation des Organisations d'Appui aux Initiatives de Base (CCOAB)

As a result of this, EAGC is following up on the registration of the Rwanda Chapter and nomination of representatives from Rwanda into the EAGC board of directors.



Some scenes of the STS training of trainers' workshop in Kigali on 30th May 2011